

Sub
P1
C1

corresponding individual bid ceiling for said potential seller; and

(d) [if said received bid is greater than said individual bid ceiling for said potential seller,] communicating to said potential seller that said received bid is invalid in accordance with said determination.

Sub
P2
C2

74. (Amended) A method of limiting bids in an electronic auction [conducting an auction], comprising [the steps of]:

(a) setting an individual bid floor for each of a plurality of potential bidders, wherein an individual bid floor for at least one of said plurality of potential bidders is different from an individual bid floor for another of said plurality of potential bidders;

(b) receiving bids from one or more potential bidders;

(c) determining whether a received bid for a potential bidder is less than a corresponding individual bid floor for said potential bidder; and

(d) [if said received bid is less than said individual bid floor for said potential bidder,] communicating to said potential bidder that said received bid is invalid in accordance with said determination.

Please add new claim ~~89-93~~ as follows:

89. A method to limit bids in an electronic auction, comprising:

setting a bid limit for each of a plurality of potential bidders, with one bid limit being different from another bid limit;